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STORE NOTICE

DATE: May 7, 1997

TO: All Stores

FROM: P.A. Basil

CC: District Managers, Mike, Glenn
P.Morris, R.J. Reynolds, B&W, Lorillard

SUBJECT: REVISED CIGARETTE PLANOGRAMS

Attached please find revised cigarette planograms for your counter merchandising. These planograms show the Brown & Williamson GPC/Basic/Misty Value for Money merchandising tray behind the checkout.

The only other change is for stores that have an island checkout (POG #2) please note that the Philip Morris Marlboro fixture is being moved from the register down to the end of the counter and B&W is taking its place.

Also note that Philip Morris will be adding an extension to raise the rack higher off the counter to facilitate ease of merchandising underneath it and to help protect it from being broken.

Phil

PB:g

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